



16th Annual Executive Seminar Series on International Trade

Massachusetts Export Center

*part of the Massachusetts Small Business Development Center Network
in cooperation with MassDevelopment*

presents



Spring 2007

Partners for Trade

Seminar and Registration Guide

Massachusetts Small Business Development Center Network
Massachusetts Export Center

In Collaboration With

U.S. Small Business Administration

Massachusetts Executive Office of Housing and Economic Development

MassDevelopment • Massachusetts Office of International Trade & Investment

University of Massachusetts Amherst • U.S. Department of Commerce



Deval L. Patrick
Massachusetts Governor

*The Massachusetts Export
Center is committed to helping
the state's businesses succeed
in today's global marketplace.*

*The world is your market.
Take the next step.
Join us as a partner for trade.*



Charles E. Summers, Jr.
New England Regional
SBA Administrator

Register for seminars online at www.mass.gov/export

Preregistration is required for all seminars and payment must accompany registration form. Confirmations will not be sent — please mark your calendar!

Seminar materials are for attendees only.

Series Payment: To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

Discount Pricing: Seminars are offered at a nominal fee; therefore we do not offer any discount pricing.

Walk-Ins: There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

Payment is due with your registration. We accept cash and company or personal checks. Registrations through our website also require payment in advance. Sorry, we do not accept credit cards or purchase orders, nor do we invoice participants.

No Shows: Due to the costs we incur as a result of people who sign up for seminars and do not attend, effective immediately, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled by noon the day prior to the event.



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*A portion of the funds for this publication were provided by MassDevelopment,
a Massachusetts state government agency.*



PARTNERS FOR TRADE

MAY

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Although accurate at press time, seminars may be added, rescheduled or cancelled.

To confirm dates, please visit our website at www.mass.gov/export.

Program Descriptions

Advanced International Letters of Credit and the New UCP 600



This seminar will review the mechanics of the international letter of credit with an extensive look at how letters of credit can be structured to meet the specific needs of a buyer and seller. Different types and uses of letters of credit will be discussed, including transferable letters of credit, standby letters of credit, assignment of proceeds and banker's acceptances. The new UCP 600 rules governing letter of credit transactions will also be discussed.

The seminar will include an examination of letter of credit documents, a review of common discrepancies and a discussion on export financing. Company personnel who handle letters of credit transactions and personnel at the accounting and finance level are encouraged to attend. This program will also be of benefit to marketing and sales staff who need to be thoroughly versed in payment options in order to properly arrange international payment terms. All participants will receive a certificate of completion issued by the Massachusetts Export Center.

The speaker will be Dana Brousseau, Assistant Vice President, Global Trade and Supply Chain Solutions with Bank of America.

Date: Tuesday, May 15, 2007

Time: Registration 8:30 a.m., Program 9:00 a.m. – 3:30 p.m.

Location: Bank of America, Waltham

Cost: \$95 includes breakfast, lunch and seminar materials

Avoiding the Pitfalls of Doing Business In and With China



Are you sourcing in China? Looking at partnering with a Chinese firm? Selling to China? Opening an office in China? Competing with lower cost Chinese imports? If your answer is “yes” to any of these questions, you should attend this important session being held during the EASTEC trade show. This session will cover a large number of topics and provide useful tools for any company interested in doing business in or with China. As China continues to grow, companies that understand the culture and business environment will have far greater success than those who approach the market blindly. Some of the subjects that will be covered include: business development and negotiations in China; structuring payment and Chinese credit; protecting your intellectual property; “China Price” elements and implications; packaging and labeling; China’s changing regulations (CCC mark and RoHS).

The speaker will be Paul Swenson, Director of the MA Office of International Trade & Investment in Shanghai, China.

Date: Tuesday, May 22, 2007

Time: Registration 8:30; Program 9:00 a.m. – Noon

Location: Eastern States Exposition, Carriage House, West Springfield

Cost: \$50 includes continental breakfast (does not include parking)

Developing an Export Compliance Program: Practical Solutions for EAR and ITAR Exporters



Many exporting firms are well aware of the need to have a formal export compliance program. In today's heightened regulatory environment,

however, exporters are finding that it is not enough to have a formal, written plan. Increasingly complex regulations, progressively higher fines and penalties, and broader

enforcement efforts mandate that exporters must develop and manage a fully functional, dynamic and integrated export compliance program.

This seminar will provide an overview of compliance programs, including basic elements and other relevant issues such as customization, implementation, jurisdiction and enforcement. The seminar will also address soft issues, such as securing top management support and working across different areas within the company. Following lunch, the seminar will break into two sessions – one for companies falling under the Export Administration Regulations (EAR) jurisdiction, and one for companies falling under the International Traffic in Arms Regulations (ITAR) jurisdiction. These sessions will focus on issues specific to EAR and ITAR exporters as they develop and maintain their compliance programs. The seminar will be followed by a networking reception.

Participants will receive a certificate of completion issued by the Massachusetts Export Center.

Speakers include:

- William Argue, Special Agent — U.S. Customs & Border Protection, Department of Homeland Security
- Jonathan Cain, Partner — Mintz Levin
- Luiz da Costa, Trade Compliance Principal — Genzyme Corporation
- Paul DiVecchio, Principal — DiVecchio & Associates
- Natascha Finnerty, Founder and Principal — DL Exports International
- Cynthia Larose, Partner — Mintz Levin
- John McKenna, Special Agent in Charge — U.S. Department of Commerce, Office of Export Enforcement
- Dirk Peterson, Director of Contracts and Export Compliance — Ametek Aerospace & Defense

Date: Tuesday, June 12, 2007

Time: Registration 8:00 a.m.; Program/Reception 8:30 a.m. – 5:30 p.m.

Location: Offices of Mintz Levin, Boston

Cost: \$95 includes seminar materials, breakfast, lunch and cocktail reception (does not include parking)

Export-Import Classification and the 2007 Harmonized Tariff Schedule Update



Both exporters and importers are faced with increasingly challenging issues regarding classification of their goods. With the introduction of the Automated Export System (AES), increased scrutiny by foreign customs authorities and a step-up

of enforcement by the U.S. Customs and Border Protection, correct classification becomes critical. In addition, recent changes to the Harmonized Tariff Schedule implemented in 2007 will require reclassification of many products and a review of their eligibility for preferential treatment under free trade agreements.

This all-day seminar will provide an overview of Harmonized Tariff Schedule (HTS) and Schedule B, discuss the difference between the two, include hands-on examples and an overview of the 2007 HTS changes. Both new and experienced exporters will benefit from the program. Bring your questions!

Speakers include:

- Paula Connelly, Partner — Middleton & Shrull
- Rosemary Russell, Vice President, International Banking — Eastern Bank
- Roland Shrull, Partner — Middleton & Shrull

Date: Thursday, May 3, 2007

Time: Registration 8:30 a.m.; Program 9:00 a.m. – 3:00 p.m.

Location: Eastern Bank, Middleboro

Cost: \$80 includes seminar materials, breakfast and lunch

Did you know....

- Massachusetts' exports of merchandise in 2006 totaled \$24 billion, the eleventh largest export figure among the 50 states.
- Massachusetts exported to over 200 foreign destinations in 2006.
- The state's largest export market was Canada which accounted for \$3.2 billion of Massachusetts's total merchandise exports. Canada was followed by the Netherlands (\$2.7 billion), Germany (\$2.5 billion), Japan (\$2.3 billion) and the U.K. (\$2 billion).

Source: U.S. Census Bureau

Shipping Under NAFTA and Other Free Trade Agreements



Over the past few years, the number of U.S. free trade agreements has grown to include new regions of the world. Besides the North American Free Trade Agreement (NAFTA) and Israel, there are now several other agreements including Central America (CAFTA-DR), Jordan, Singapore, Australia, Chile, Thailand, and the UAE. While this seminar will primarily cover shipping under NAFTA, shipping under other free trade agreements will also be discussed.

To take advantage of the duty preferences afforded under any free trade agreement, exporters must go through an entire process of procedures and documentation, while ensuring ongoing compliance with the rules and regulations of the free trade agreement. This seminar will provide an overview of free trade agreements and will discuss eligibility under rules of origin; tariff shifts; regional value content; claims and liability.

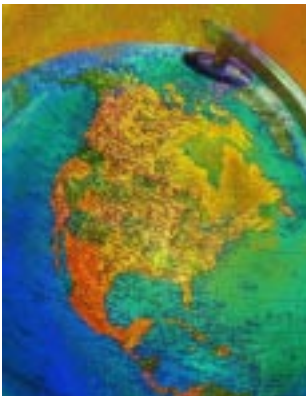
The speaker will be Stephen Leahy, Principal of the Law Office of Stephen J. Leahy.

Date: Tuesday, May 22, 2006

Time: Registration 8:30; Program 9:00 a.m. – 1:00 p.m.

Location: Eastern States Exposition, Storrowton Tavern,
West Springfield

Cost: \$50 includes continental breakfast (does not include parking)



Free Trade Agreements can be a catalyst for accelerating economic growth by allowing greater competition, encouraging the formation of international partnerships, and by greatly liberalizing many industries.

Certified Global Business Professional

Corporate Sponsors:

SVB Silicon Valley Bank
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The NASBITE Certified Global Business Professional designation (CGBP) is the only nationally-recognized professional credential that demonstrates an individual's competency in international business. Join us for this comprehensive seminar series specifically designed to help individuals prepare for the CGBP exam while providing practical, real-world information on all aspects of international business. Participants who complete the entire series will receive a certificate of completion issued by the Massachusetts Export Center.

One week after the conclusion of the seminar series, individuals will have the opportunity to take the CGBP exam in Newton. Individuals passing the exam will receive the CGBP designation and may use the credential logo and wordmark on resumes, business cards and other collateral identifying them to the public as individuals proficient in global commerce.

International Sales and Marketing (Friday, May 4)

This session will cover: global risk assessment; international market research methodologies and strategies; overseas market evaluation and selection; methods of market entry; development of international marketing strategies; and working with overseas sales and distribution partners.

- Nancy Lowd, Consultant
- Paula Murphy, Director — Massachusetts Export Center
- Ekene Ofodile, Int'l Sales Operations Manager — New Balance Athletic Shoe, Inc.
- Dorothy Zur Muhlen, Massachusetts District Director — U.S. Department of Commerce, Commercial Service

Global Business Management (Friday, May 11)

This session will cover: global business plan development; global pricing and budgeting; international product certifications and standards; export regulatory compliance; international intellectual property protection; international contract law and dispute resolution; and global sourcing.

- Rob Duggan, Esquire, Member — Mintz Levin Cohn Ferris Glovsky and Popeo PC
- Patricia Hambrick, Principal — The Hambrick Group
- Paula Murphy, Director — Massachusetts Export Center
- Larry Nannis, Partner — Levine, Katz, Nannis + Solomon, PC
- Frank Rosatone, Regional Sales Manager — TÜV Rheinland of North America, Inc.

Global Trade Finance and Banking (Friday, May 18)

This session will cover: foreign commercial and political risk assessment; foreign partner credit analysis techniques; methods of international payment, including letters of credit, documentary collections and other payment instruments; foreign exchange risk mitigating techniques; export quotations and pro forma invoices; export credit insurance; and export financing.

- Eric Hunter, Vice President — MassDevelopment
- John Joyce, International Trade & Finance Manager — Small Business Administration
- Mary Papazian, VP and Senior Foreign Exchange Advisor — Silicon Valley Bank
- Mary Shea, Special Agent — Coface North America
- Carla Winfield, Vice President and Senior Global Advisor — Silicon Valley Bank



Note: Eligible candidates for the NASBITE CGBP credential must have completed at least two years of college-level classes OR worked in the international trade field for at least two years.

Dates: Fridays: May 4, 11, 18; June 1, 8, 2007
Exam: Saturday, June 16, 2007
Time: Registration 8:30 a.m.; Program 9:00 a.m. – 4:00 p.m.
Location: Silicon Valley Bank, Newton
Cost: \$500 for the entire series or \$125 per individual session (includes seminar materials, breakfast and lunch, parking is complimentary; does not include exam fees). To qualify for series pricing, all sessions must be paid prior to the first class.

Global Supply Chain and Logistics Management (Friday, June 1)

This session will cover: the Harmonized Tariff Schedule and product classifications; global trade documentation; AES; shipping under free trade agreements; tariffs, tariff calculations and non-tariff barriers; duty drawback; customs brokers, freight forwarders, 3PLs and other service providers; Incoterms; landed cost calculations; carnets; transportation modes and costs; export packing; cargo insurance principles; and supply chain security issues.

- Richard Bridges, Assistant VP — Roanoke Trade Services Inc.
- Stephen Leahy, Principal — Law Office of Stephen J. Leahy
- Robert Osburn, Manager International Sales — DHL Express

CGBP Exam Review (Friday, June 8)

This session will review content from previous CGBP seminars, including: international sales & marketing; global business management; global trade finance & banking; and global supply chain & logistics management. The session will also review government agencies and other resources across all disciplines covered in the series. The seminar will also cover test preparation strategies.

- Paula Murphy, Director — Massachusetts Export Center
- Robert Osburn, Manager International Sales — DHL Express
- Mary Papazian, VP and Senior Foreign Exchange Advisor — Silicon Valley Bank
- Carla Winfield, Vice President and Senior Global Advisor — Silicon Valley Bank

NASBITE CGBP Exam (Saturday, June 16)

Individuals passing the NASBITE CGBP exam will receive the CGBP designation and may use the credential logo and wordmark on resumes, business cards and other collateral identifying them to the public as individuals proficient in global commerce. **Individuals must register for the exam in advance directly with NASBITE. The registration fee is \$50 and the exam fee is \$295, and is not included in the Massachusetts Export Center seminar fees. To register for the exam, visit www.nasbitcgbp.org.**

Driving Directions

Bank of America

One Fleet Place, 1075 Main Street, Mezzanine Conference Room, Waltham • (781) 788-1301

From Points North and South: Take Route 128 to Exit 26 (Route 20 - Waltham). Follow signs for Route 20 East, which is Weston Street. Continue for almost one mile. At the light with a brick church on the near left corner, take a left onto Eddy Street and drive two blocks. Eddy Street ends at the intersection with Main Street at the light. One Fleet Place is the large brick building across the street.

From Boston and Points West: Take the Mass Pike to Route 128/95 North to Exit 26 (Route 20 - Waltham). Follow signs for Route 20 East, which is Weston Street. Continue for almost one mile. At the light with a brick church on the near left corner, take a left onto Eddy Street. Drive two blocks. Eddy Street ends at the intersection with Main Street at the light. One Fleet Place is the large brick building across the street.

Eastern Bank

15 Campanelli Drive, Middleboro • (508) 946-3065

Enter the bank through the main entrance (the door closest to the branch entrance). At the security desk, please identify yourself as a seminar participant and present a photo ID.

Take routes necessary to get to Route I-495, then follow directions below:

From I-495 South: Take Exit 6 (Route 44). Bear right off the exit onto Route 44. Enter rotary, exiting at the Route 18/28 North (Bridgewater) exit. Proceed approximately half a mile and turn right onto Campanelli Drive. Take the first left into parking area.

From I-495 North: Take Exit 5 (Route 18 North). Enter rotary, exiting at the Route 18/28 North (Bridgewater) exit. Proceed approximately half a mile and turn right onto Campanelli Drive. Take the first left into parking area.

Eastern States Exposition

1305 Memorial Avenue, West Springfield • (413) 737-2443

From the South: Take I-91 North to Exit 6 (Downtown Center). Continue north on East Columbus Avenue and turn left at Sheraton hotel. Go straight over the Memorial Bridge and continue west on Memorial Drive until you reach Gate 2 on your left.

From the East: Take the MassPike West to Exit 6 (Springfield). Go left at the light, following I-291 South to I-91 South (right lane) to Exit 7. * See below

From the West: Take the MassPike East to Exit 4, to Route 91 South to Exit 7. * See below

From the North: Take I-91 South to Exit 7. * See below

* At bottom of ramp, turn right over the Memorial Bridge and continue west on Memorial Drive until you reach Gate 2 on your left.

Mintz Levin Cohn Ferris Glovsky and Popeo PC

One Financial Center, 38th Floor, Boston • (617) 542-6000

From the West: Take the MassPike (Route I-90) East to Exit 24A (South Station). Follow Atlantic Avenue until you can take a left on Essex Street. One Financial Center is on the corner of Atlantic Avenue and Essex Street

From the North (via Route 93, the Tobin Bridge and the Callahan Tunnel): From Route 93 South to Boston, cross the Zakim Bridge and take Exit 23 (Purchase Street/South Station). While in the tunnel, stay in the right lane. Go through three traffic lights. Drive through the next intersection and move into the left lane at the lights for Lincoln and Essex. Take a sharp left onto Essex Street. Directly in front of you will be a brown building with red awnings. One Financial Center is on the left.

From the South: Take the Southeast Expressway (93 North) to Exit 20 (Worcester/Logan Route 90/South Station). Follow signs for South Station. Follow Atlantic Avenue until you can take a left on Essex Street. One Financial Center is on the corner of Atlantic Avenue and Essex Street.

Public Transportation: Take the Red Line to the South Station stop. Exit station and follow signs to One Financial Center.

Silicon Valley Bank

**One Newton Executive Park, 2221 Washington Street, Suite 200,
Newton • (617) 630 4100**

The Newton Executive Park is located on Route 16 at 2221 Washington Street, just west of the junction of Route 128/I-95, diagonally across from the former Pillar House Restaurant. It is about 12 miles west of downtown Boston, and just east of the Newton/Wellesley town line.

From the North: Take Route 128/I-95 South to Exit 21B (Route 16). The long exit ramp brings you to Route 16/Washington Street. Turn right onto Washington Street and then take immediate right at Executive Park Drive into the Newton Executive Park. Building One is immediately on your right.

From the West: Take the MassPike (I-90) East towards Boston. Exit at Route 128/I-95 South towards Cape Cod. Take Exit 21B (Route 16). The long exit ramp brings you to Route 16/Washington Street. Turn right onto Washington Street and then take immediate right at Executive Park Drive into the Newton Executive Park. Building One is immediately on your right.

From the South: Take Route 128/I-95 North to Exit 21 (Route 16, Newton/Wellesley). Turn left onto Washington Street (Route 16 West). Go over the highway and through the traffic light. Take a right at Executive Park Drive into the Newton Executive Park. Building One is immediately on your right.

State Transportation Building

10 Park Plaza, 2nd Floor Conference Center, Boston • (617) 973-8664

The State Transportation Building is located in downtown Boston between the theater district and the Park Plaza Hotel. Several MBTA stations are within a five-to-ten minute walk from the building, which is fully accessible to people with disabilities. Parking is available in the State Transportation Building garage and in other garages nearby. Photo ID required for building entry.

From the North: Take the Leverett Connector off Route 93 (Storrow Drive exit, immediately before the Lower Deck). Follow all the way into Leverett Circle, and get onto Storrow Drive West. Pass the government center exit on the left, and take the second exit (Copley Square), which will also be on the left side. Get into the left lane, and at the lights, take a left onto Beacon Street. Take an immediate right onto Arlington Street. Follow Arlington past the Public Garden and crossing Boylston and St. James Streets. After passing the Boston Park Plaza Hotel on the left, take a left onto Stuart Street. The Motor Mart garage will be on the left and the Radisson garage will be on the right. The State Transportation Building is located at the intersection of Stuart and Charles Streets.

From the South: Take Exit 20, following signs to South Station. At the end of the ramp, take a left onto Kneeland Street, following signs to Chinatown. Go straight on Kneeland Street (which becomes Stuart Street after a few blocks) until all traffic must turn right (approximately 1/3 of a mile.) The State Transportation Building will be on your right at this point. After a right turn, the entrance to the garage is about halfway down on the right. Other garages nearby: Motor Mart Garage, the Radisson Hotel garage and the Boston Common Garage.

From the West: Take the MassPike East to the Copley Square exit (which will bring you to a set of lights at the intersection of Dartmouth and Stuart streets). Go straight on Stuart Street for several blocks. After crossing the intersection of Arlington Street, continue straight for another block. The Motor Mart garage will be on the left and the Radisson garage will be on the right. The State Transportation Building is located at the intersection of Stuart and Charles Streets.

Public Transportation: Take the Green Line to Boylston Station. When you exit the station, you will be near the corner of Boylston Street and Tremont Street. Go right on Boylston Street and walk a half block to Boylston Place Pedestrian Alley on your left (Remington's pub is on the corner). The State Transportation Building is at the end of the alley.



Speaker biographies are available online at
www.mass.gov/export.

Partners and Cosponsors



The **Massachusetts Export Center** (www.mass.gov/export), part of the Massachusetts Small Business Development Center Network, provides a number of targeted services to help Massachusetts companies to achieve success in global markets. The Export Center also serves as the first point of contact for Massachusetts companies to access all export services offered by the state's primary international trade service providers. Contact the Massachusetts Export Center for the following services: one-to-one export counseling and technical assistance; export workshops, training programs and conferences; overseas market research, statistics and publications; international marketing activities and assistance; and meetings with visiting international business delegations. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling **(617) 973-8664**.



The **Massachusetts Small Business Development Center Network** (www.msbd.org), through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies counseling assistance on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade counseling services are available statewide with counselors housed in Boston, Holyoke, New Bedford and Worcester.



The **Massachusetts Executive Office of Housing and Economic Development** works with the business community to help create, retain and attract jobs throughout the Commonwealth by offering programs that stimulate economic growth and development. The office is committed to working directly with the business community to make Massachusetts an even better place to do business.

The **Massachusetts Office of International Trade & Investment** is a sister agency to the Massachusetts Export Center that carries out the following international economic activities: attracting foreign companies to invest in Massachusetts; handling all foreign protocol, which currently involves 30 sister state and development agency agreements with Massachusetts; and focused export promotion through international trade show participation. MOITI has four foreign offices—Berlin, Mexico City, Sao Paulo and Shanghai—that engage in export promotion activities integrated with the services of the Massachusetts Export Center.

MassDevelopment provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage — from concept to development.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

MSBDC Network

The **Massachusetts Small Business Development Center (MSBDC) Network** provides free, high quality, one-to-one management and technical assistance counseling and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Executive Office of Housing and Economic Development and a consortium of higher educational institutions led by the University of Massachusetts Amherst, and including Boston College, Clark University, Salem State College, University of Massachusetts Boston and the University of Massachusetts Dartmouth.

State Office (413) 545-6301

Counseling Centers

- Boston College SBDC (617) 552-4091
- Clark University SBDC (508) 793-7615
- Massachusetts Export Center
 - Boston Office / Headquarters (617) 973-8664
 - Holyoke Office (413) 552-2316
 - New Bedford Office (508) 999-1388
 - Worcester Office (508) 929-8844
- Procurement Technical Assistance Center (413) 545-6303
- Salem State College SBDC (978) 542-6343
- Southeastern Massachusetts Regional SBDC (508) 673-9783
- UMass Boston SBDC & Minority Business Center (617) 287-7750
- Western Massachusetts Regional SBDC (413) 737-6712

Visit our website at www.msbdc.org



Special thanks to the New Bedford Area Chamber of Commerce, Holyoke Community College and Worcester State College for hosting the Massachusetts Export Center's regional offices.



Registration Form

Please complete a separate registration form for each attendee, duplicating this form if necessary. Payment must accompany registration form. We accept cash and personal or company checks. We do not accept credit cards or purchase orders, nor do we invoice participants. ***Please make checks payable to the University of Massachusetts.*** Confirmations will not be sent.

S P R I N G 2 0 0 7

- ☐ **Advanced International Letters of Credit and the New UPC 600** (\$95)
- ☐ **Avoiding the Pitfalls of Doing Business In and With China** (\$50)
- ☐ **Certified Global Business Professional Series** - all 5 sessions (\$500*) or
 - ☐ **International Sales and Marketing** (\$125*)
 - ☐ **Global Business Management** (\$125*)
 - ☐ **Global Trade Finance & Banking** (\$125*)
 - ☐ **Supply Chain & Logistics Management** (\$125*)
 - ☐ **CGBP Exam Review** (\$125*)
- * Price does not include cost of NASBITE CGBP exam and registration fees*
- ☐ **Developing an Export Compliance Program: Practical Solutions for EAR and ITAR Exporters** (\$95)
- ☐ **Export-Import Classification and 2007 HTS Update** (\$80)
- ☐ **Shipping Under NAFTA and Other Free Trade Agreements** (\$50)

Mr. Ms. Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-Mail _____ Web Address _____

Product/Service _____

Which best describes your company? ☐ Manufacturing ☐ Service ☐ Retail ☐ Wholesale ☐ Distribution

Are you exporting? ☐ Yes ☐ No Are you importing? ☐ Yes ☐ No

Countries of interest: _____

Cancellation/Refund Information: Cancellations received by noon the day prior to the seminar will be entitled to a refund. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. **Walk-ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar. **Payment:** We accept cash and company or personal checks. We do not accept credit cards or purchase orders, nor do we invoice participants. Payment is due in full prior to the seminar. We cannot guarantee your place in a class without full payment in advance. **Series Pricing:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise the higher individual prices prevail.

The MSBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Department of Business and Technology under cooperative agreement 7-603001-Z-0022-27 through the University of Massachusetts Amherst. SBD-Cs are a program supported by the U.S. Small Business Administration and extended to the public on a nondiscriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the Massachusetts Export Center: State Transportation Building, 10 Park Plaza, Suite 4510, Boston, MA 02116; telephone (617) 973-8664.

Please mail registration and a check payable to the University of Massachusetts to: Catherine Cornwell, MSBDC Network, 227 Isenberg School of Management, University of Massachusetts, 121 Presidents Drive, Amherst, MA 01003-9310

MassDevelopment Offers 100% Financing for Exporters

With export financing from MassDevelopment, you can maximize your international growth opportunities by purchasing new equipment, obtaining a working capital line of credit, or securing insurance to increase sales while managing the risks of selling overseas.

- **100% Export Loans** – Loans up to \$500,000 for new equipment, leasehold improvements, and term working capital
- **Export Loan Guarantees** – Guarantees of up to 90% available to lending institutions financing exporters
- **Export Credit Insurance** – Access to a range of Ex-Im Bank insurance policies designed to meet the specific needs of exporters

MassDevelopment also offers attractive loans and tax-exempt bond financing for your facilities projects.

Call 1-800-445-8030 or visit www.massdevelopment.com.



MASSDEVELOPMENT
Build. Create. Innovate.

160 Federal Street
Boston, MA 02110

800.445.8030
www.massdevelopment.com



Recognizing the need to make export services easily accessible to companies of all sizes, the **Massachusetts Export Center** serves as the state's complete resource for export assistance.

The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs.

For further information, visit our website at www.mass.gov/export

University of Massachusetts
MSBDC Network
121 Presidents Drive
Amherst, MA 01003-9310

PRSRT-STD
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Attn: International Sales and Marketing

For help with export financing, visit www.massdevelopment.com